

### **REMARKS**

The Office Action has been received and carefully considered. Claims 1-4, 7, 8, 14, 17, 18, and 20-25 are pending in this application. Claims 1-4, 7, 8, 14, 17, 18, and 20 are rejected. Claims 5, 6, and 19 have previously been cancelled. Claims 5, 6, 9-13, 15, and 16 are canceled in this Response without prejudice or disclaimer. Claims 1-3, 17, and 20 are amended. Claims 21-25 are added. Exemplary support for the claim amendments and new claims can be found, *inter alia*, in paragraphs [0216] - [0219] of U.S. Patent Application 2004/0143482 (the published application of the present application). No new matter has been added. Reconsideration of the outstanding rejections in the present application are requested based on the following remarks.<sup>1</sup>

#### **Claims 1-4, 7, 14, 17, 18, & 20 Rejected under 35 U.S.C. 102(b)**

Claims 1-5, 7, 14, 17, 18, and 20 stand rejected under 35 U.S.C. 102(b) as being anticipated by U.S. Application 2002/0165728 to Buckenmayer ("Buckenmayer"). This rejection is rendered moot in view of the amendments to the claims. For example, Buckenmayer does not disclose, *inter alia*, "the disposition information representing a disposition of the sales lead to re-work the sales lead" as recited in independent claims 1, 17, and 20. Therefore, the undersigned representative will not address arguments with respect to these claims and reserves the right to address these arguments at a later time. Withdrawal of the rejection of claims 1-4, 7, 14, 17-18, and 20 is requested.

#### **Rejection of Claim 8 under 35 U.S.C. 103(a)**

Claim 8 stands rejected under 35 U.S.C. 103(a) as being unpatentable over Buckenmayer in view of Leadtrack.com ("Leadtrack"). Since claim 8 depends from allowable independent claim 1, and since Leadtrack does not cure the deficiencies of Buckenmayer with respect to

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<sup>1</sup> As Applicant's remarks with respect to the Examiner's rejections are sufficient to overcome these rejections, Applicant's silence as to assertions by the Examiner in the Office Action or certain requirements that may be applicable to such rejections (e.g., assertions regarding dependent claims, whether a reference constitutes prior art, whether references are legally combinable for obviousness purposes) is not a concession by Applicant that such assertions are accurate or such requirements have been met, and Applicant reserves the right to analyze and dispute such in the future.

claim 1, dependent claim 8 is allowable as well. Therefore, the undersigned representative will not address the arguments with respect to these claims and reserves the right to address these arguments at a later time. Withdrawal of the rejection of claim 8 is requested.

**Rejection of Claims 11, 13, 15, & 16 under 35 U.S.C. 103(a)**

Claims 11, 13, 15, and 16 are canceled, thereby rendering this rejection moot.

**Rejection of Claim 12 under 35 U.S.C. 103(a)**

Claim 12 is canceled, thereby rendering this rejection moot.

**CONCLUSION**

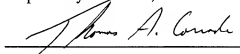
The foregoing is submitted as a full and complete Response to the Non-Final Office Action mailed July 17, 2008, and early and favorable consideration of the claims is requested. If the Examiner believes any informalities remain in the application which may be corrected by Examiner's Amendment, or if there are any other issues which may be resolved by telephone interview, a telephone call to the undersigned attorney at (703)714-7448 is respectfully solicited.

Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account 50-0206, and please credit any excess fees to such deposit account.

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Respectfully submitted,



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